

presence on that Board had much to do with bringing about a possible unification of medical and hospitalization service, which it is to be hoped will come to good fruition at this year's C.M.A. annual session.

For his generous efforts, then, on behalf of the profession he loves, the members of the California Medical Association express to Doctor Karl L. Schaupp their deep appreciation.

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Incoming President Lowell S. Goin.—The California Medical Association on May 8th welcomed, as its chief for the coming year, Doctor Lowell S. Goin of Los Angeles,—knowing full well that, in the serious days ahead, he will display the excellent judgment and leadership, of which, in years of organization activity in the Los Angeles County Medical Association and as Speaker of the C.M.A. House of Delegates, he has so often and well given evidence.

So, once again:

To Doctor Karl L. Schaupp, all good wishes; and

To Doctor Lowell S. Goin, greetings and a pledge of our individual and joint support, in the serious work still ahead.

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President-Elect Philip K. Gilman.—The May number of CALIFORNIA AND WESTERN MEDICINE being in press at the time this year's annual session was held on May 7-8, it is not possible to give detailed information concerning the meetings and transactions. Minutes of the House of Delegates will appear in the June issue. It may be stated here, however, that the general and section meetings were carried through in excellent manner. More than 850 persons were present at the Dinner to President Karl L. Schaupp. The changes in organization whereby the C.M.A. House of Delegates will function hereafter as administrative members of California Physicians' Service were happily consummated.

Captain Philip K. Gilman, U.S.N.R., who is stationed in San Francisco, was elected to the office of President-Elect. Doctor Gilman's long service as an officer of the San Francisco County Medical Society and his more recent contributions to the welfare of the profession, both as chairman of the C.M.A. Council and in connection with Procurement and Assignment Service activities, are more than an ample warrant that the California Medical Association may look forward with assurance that continued prosperity in organization and public health work will mark his term of office. The honor that has come to Captain Gilman has been worthily bestowed.

CALIFORNIA PUBLIC OPINION AND THE MEDICAL PROFESSION

"Interpretative Report": Printed in This Issue.—In the April number of CALIFORNIA AND WESTERN MEDICINE, on page 158, the C.M.A. Council reported on "A Survey of Public Relations of the California Medical Association," made

for it by a nationally known group of public opinion experts,—the firm of Foote, Cone and Belding. The survey, made during the month of November, 1943, dealt with 5,090 personally-conducted interviews with a representative cross-section of the population of the State of California.

The interpretative report by Mr. John R. Little was submitted to the C.M.A. Council at its 314th meeting, held in San Francisco on January 23, 1944. Mr. Little's comments were listened to with rapt attention by the C.M.A. Councilors.

The discussion, which followed, based on the facts brought out by Mr. Little, took on a most serious tone and led to the adoption of actions that have been outlined in Council minutes recorded in the OFFICIAL JOURNAL.*

Since January last, representatives of the Council have visited many of the component county societies, to give at special meetings, additional information concerning the facts brought out in the 232 page survey report.

The recommendations made in the report also received serious consideration by the House of Delegates when the 73rd annual session convened in Los Angeles on May 7th. The minutes of the House will appear in the June issue.

The attention of every member of the California Medical Association is, therefore, called to the "Interpretative Report" by Mr. Little, to be found in this current issue, on page 241.

The Council expresses the hope that every C.M.A. member will take the time to read the report, and to ponder on its facts and implications.

It is also suggested that, at the first meeting of every county society, following this year's annual session of the State Association, the local delegates be called upon to give their impressions on the actions taken by the C.M.A. House of Delegates in Los Angeles.

Whatever procedures may have been adopted at that time, should have the whole-hearted and united support of the entire membership of the Association. A perusal of the Interpretative Report by every member of the California Medical Association will bring home, to all alike, the seriousness of the work ahead, and go far in promotion of measures designed to remedy existing weaknesses. So, one and all, do not fail to read this important report!

UNIFIED MEDICAL AND HOSPITALIZATION SERVICE FOR CALIFORNIA

A Long-Desired Aim Seems Possible of Achievement.—Among organization problems that have confronted the medical profession of California during recent years, none have received much more thought than those related to adequate medical and hospitalization service for citizens belonging to low income groups.

In an endeavor to secure facts and figures as a basis of procedure for plans under consideration

* For page references in November, March and April numbers of CALIFORNIA AND WESTERN MEDICINE, see issue of April, 1944, on page 158.